

Amendment C  
Serial No. 10/064,637  
Amendment Dated: March 31, 2004  
Reply to Office Action of January 12, 2004  
Attorney Docket No.: 716139.99

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior revisions, and listings, of claims in the application.

1. (Currently amended) A display rack structure comprising:

a first rack subassembly having a pair of first front positioned upright support members and a pair of first rear positioned upright support members, said first rack subassembly being adapted to rest upon a supporting floor surface and having a first plurality of shelf members attached to at least ~~certain~~ some of said first upright support members, said first shelf members being carried in vertically spaced relationship, said shelf members being inclined downwardly in a direction from the respective first rear support members to the respective first front support members or oriented generally horizontally and having generally upwardly facing product supports support surfaces extending between the first front positioned upright support members and the first rear positioned upright support members;

a second rack subassembly having a pair of second front positioned upright support members and a pair of second rear positioned upright support members, said ~~second unit~~ second rack subassembly being adapted to be supported by said first rack subassembly in an elevated position superimposed on said first rack subassembly and having a plurality of second shelf members attached to at least ~~certain~~ some of said second upright support members with said second shelf members being carried in vertically spaced relationship in said second rack subassembly, said second shelf members being inclined downwardly in a direction from the

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respective second rear support members to the respective second front support members or oriented generally horizontally and having generally upwardly facing product supports support surfaces extending between the second front positioned upright support members and the second rear positioned upright support members; and

connectors cooperating with at least some of said first and second upright support members for removably attaching said second rack subassembly to said first rack subassembly , said first and second rack subassemblies being ~~separate from one another~~ constructed and assembled for shipping as separate subassemblies and adapted to be placed one upon the other to effect connection therebetween by said connectors thereby forming a display rack structure from said subassemblies with shelf members preattached to the respective subassembly.

2. (Previously amended) The display rack structure as set forth in claim 1 wherein said connectors include a plurality of stakes associated with at least some of said first upright support members and a plurality of receiving sockets associated with at least some of said second upright support members, each of said stakes being insertably receivable within a corresponding socket when said second rack subassembly is supported by said first rack subassembly.

3. (Previously amended) The display rack structure as set forth in claim 1 wherein said connectors include a plurality of stakes associated with at least some of said second upright support members and a plurality of receiving sockets associated with at least some of said first

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upright support members, each of said stakes being insertably receivable within a corresponding socket when said second rack subassembly is supported by said first rack subassembly.

4. (Previously amended) The display rack structure as set forth in claim 1 including a header assembly for displaying indicia thereon, said header assembly including a plurality of connector members, said connector members being cooperatively engageable with at least some of said second upright support members for removably supporting said header assembly on top of said second rack subassembly.

5. (Previously amended) The display rack structure as set forth in claim 4 wherein the connector members associated with said header assembly include a plurality of sockets, said sockets being adapted for receiving a corresponding stake associated with one end portion of at least some of said second upright support members.

6. (Previously amended) The display rack structure as set forth in claim 4 wherein said header assembly includes at least one display panel removably mountable thereto, said display panel having indicia thereon.

7. (Currently amended) The display rack structure as set forth in claim 1 wherein at least one of said plurality of shelf members includes a product organizer member which defines a

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plurality of product receiving channels associated with said shelf member, said product organizer member forming a product retention opening at the front of each product channel, said product retention openings having a transverse dimension less than the width of a respective product channel.

8. (Previously amended) The display rack structure as set forth in claim 1 wherein at least some of said plurality of shelf members include first and second members, said first member including a product support surface and said second member including spaced wire members forming guide rails for guiding products positioned therebetween, said second member being removably attachable to said first member.

9. (Currently amended) The display rack structure as set forth in claim 1 wherein said display rack structure includes opposed front and rear portions and opposed side portions, said plurality of shelf members associated with said first and second rack assemblies subassemblies being positioned so as to present products in a front-to-rear orientation, said display rack structure further including a plurality of side shelf members removably attachable to at least some of said plurality of first and second upright support members, said side shelf members being attachable to the side portion of said display rack structure and presenting products in a side-to-side orientation.

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10. (Previously amended) The display rack structure as set forth in claim 9 wherein at least one of said side shelf members is removably attachable in a cantilever manner.

11. (Currently amended) The display rack structure as set forth in claim 1 wherein said first rack subassembly ~~includes~~ includes a brace ~~members~~ member secured to and ~~extending~~ by and between extending between said first rear positioned upright support members ~~associated with the rear portion thereof~~ to reduce side-to-side flexing of said display rack structure.

12. (Currently amended) A display rack structure comprising:  
a plurality of subassemblies, each subassembly including a plurality of front positioned and rear positioned upright support members and a plurality of shelf members attached to respective said upright support members, one of said plurality of subassemblies being stackably attachable to another one of said plurality of subassemblies, said subassemblies being constructed and assembled for shipping and adapted to be placed one upon the other to effect connection therebetween thereby forming a display rack structure from said plurality of subassemblies;

each of said upright support members associated with one of said subassemblies having opposed end portions, one end portion of each of said upright support members of ~~said one of said one of said~~ said one of said subassemblies including a stake member and the opposite end portion of each of said upright support members of said one of said subassemblies including a socket, the

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stake members associated with the upright support members of said one of said subassemblies being cooperatively receivable within the sockets associated with the upright support members of another one of said subassemblies; and

said plurality of shelf members associated with each of said subassemblies being in vertically spaced relationship, each of said shelf members being removably attached to the corresponding upright support members associated with each of said subassemblies prior to shipping, said shelf members being attached in either a gravity feed orientation or a substantially horizontal orientation with a generally upwardly facing product support and extending between the respective front positioned and rear positioned upright support members.

13. (Previously amended) The display rack structure as set forth in claim 12 wherein each of said plurality of shelf members includes a product organizer member removably attached thereto, said product organizer member including a plurality of wire members, at least some of said wire members defining product receiving channels for guiding products therebetween, at least some of said wire members defining a product retention gate opening at the front of a respective product channel, each gate opening having a width dimensioned so as to hold product containers within the corresponding product channel when said shelf members are oriented in a gravity feed orientation.

14. (Previously amended) The display rack structure as set forth in claim 12

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including a plurality of side shelf members, each side shelf member being removably attachable to at least some of said upright support members associated with each of said subassemblies.

15. (Previously amended) The display rack structure as set forth in claim 14 wherein each of said side shelf members include at least one bracket member, said at least one bracket member enabling said side shelf members to be attached to at least some of said upright support members in a cantilever fashion.

16. (Previously amended) The display rack structure as set forth in claim 12 wherein one of said subassemblies is adapted to rest upon a supporting floor surface.

17. (Previously amended) The display rack structure as set forth in claim 12 including a header assembly mounted on a top positioned subassembly for carrying advertising indicia on the header assembly.

18. (Currently amended) A display rack structure comprising:  
a base unit subassembly having front, rear and opposed side portions and including a plurality of front and rear positioned upright support members, said base unit subassembly including a plurality of shelf members ~~carried by~~ attached to the base unit subassembly, said shelf members having upright generally upwardly facing product support

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members extending between the front and rear positioned upright support members and being positioned in one of a generally horizontal or gravity feed orientation, said base unit subassembly being adapted to rest upon a supporting floor surface;

an upper unit subassembly having front, rear and opposed side portions and including a plurality of front and rear positioned upright support members, said upper unit subassembly including a plurality of shelf members ~~carried by~~ attached to the upper unit subassembly, said shelf members having upright generally upwardly facing product support members extending between the front and rear positioned upright support members and being positioned in one of a generally horizontal or gravity feed orientation, said upper unit subassembly being adapted for cooperative engagement with the base unit subassembly on top of said base unit subassembly to form a display rack structure from the subassemblies;

a header assembly having a plurality of support members associated therewith, said support members being cooperatively engageable with upper end portions of at least some of said plurality of upper unit subassembly upright support members, said header assembly including at least one removable panel for displaying advertising indicia thereon;

each of said shelf members including a removably attached product organizer member which cooperates with said shelf member to align and guide products supported by said shelf members and having a generally upwardly facing product support; and

at least one side shelf member removably attachable to a side portion of at least one of said base unit subassembly and said upper unit subassembly.



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19. (Previously amended) The display rack structure as set forth in claim 18 wherein the upper end portions of the plurality of base unit subassembly upright support members include stake members, and wherein the lower end portions of the plurality of upper unit subassembly upright support members include receiving sockets, the stake members associated with said base unit subassembly being cooperatively receivable within the receiving sockets associated with said upper unit subassembly.

20. (Currently amended) The display rack structure as set forth in claim 18 wherein the upper end portions of the plurality of base unit subassembly upright support members include receiving sockets, and wherein the lower end portions of the plurality of upper unit subassembly upright support members ~~associated with said upper unit subassembly~~ include stake members, the stake members associated with said upper unit subassembly being cooperatively receivable within the receiving sockets associated with said base unit subassembly.

21. (Previously amended) The display rack structure as set forth in claim 18 wherein the upper end portions of the plurality of upper unit subassembly upright support members include stake members, and wherein the lower portions of the plurality of upright support members associated with said header assembly include receiving sockets, the stake members being cooperatively receivable within the receiving sockets of said header assembly.

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22. (Previously amended) The display rack structure as set forth in claim 18 wherein the upper end portions of the plurality of upper unit subassembly upright support members include receiving sockets, and wherein the lower portions of the plurality of header assembly upright support members include stake members, the stake members being cooperatively receivable within the receiving sockets.

23. (Previously amended) The display rack structure as set forth in claim 18 wherein said side shelf members are mountable in a cantilever manner with respect to the side portions of said base unit subassembly and said upper unit subassembly.

24. (Previously amended) The display rack structure as set forth in claim 18 wherein said header assembly is substantially rectangular in shape, said header assembly being adapted to removably receive a display panel on each side of said rectangular configuration.

25. (Previously amended) The display rack structure as set forth in claim 18 wherein said base unit subassembly includes at least one brace member secured to the rear portion thereof to reduce side-to-side flexing of said display rack when said upper unit subassembly and said header assembly are attached thereto.

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26. (Currently amended) The display rack structure ~~of claim 1~~ as set forth in claim 1 wherein said shelf members include a rack member forming an upwardly facing product support ~~service surface~~, and further including an organizer member releasably attached to the rack member through cooperative latch devices operably connecting the organizer member to ~~[[the]]~~ a respective rack member.

27. (Previously presented) The display rack structure as set forth in claim 26 wherein said cooperative latch devices include transversely extending rail members each secured to a respective organizer member or rack member whereby inter-engagement between the transversely extending rail members retains an organizer member to a respective rack member in a resilient manner.

28. (Currently amended) The display rack structure ~~of claim 12~~ as set forth in claim 12 wherein said shelf members include a rack member forming an upwardly facing product ~~support service~~, support surface, and further including an organizer member releasably attached to the rack member through cooperative latch devices operably connecting the organizer member to a respective rack member.

29. (Currently amended) The display rack structure as set forth ~~in claim 27~~ in claim 28 wherein said cooperative latch devices include transversely extending rail members secured to

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each of the organizer member or rack member whereby inter-engagement between the transversely extending rail members retains an organizer member to a respective rack member in a resilient manner.

30. (Currently amended) The display rack structure ~~of claim 18~~ as set forth in claim 18 wherein said shelf members include a rack member forming an upwardly facing product support service, support surface, and further including an organizer member releasably attached to the rack member through cooperative latch devices operably connecting the organizer member to a respective rack member.

31. (Currently amended) The display rack structure as set forth in claim 30 wherein said cooperative latch devices include transversely extending rail members secured to each of the ~~organizer or rack~~ organizer member or rack member whereby inter-engagement between the transversely extending rail members retains an organizer member to a respective rack member in a resilient manner.